

KPDA HALF DAY WORKSHOP



THEME: The Financial Model and Market Research Training for Determining Project Feasibility

DATE: Thursday, 12th September 2019

VENUE: Park Inn by Radisson, Westlands, Nairobi

TIME: 8.00am 1.00pm

TARGET GROUP: Developers (Middle to High Level Management Representatives)

Overview

A successful Project Feasibility Study will drive the success or failure of the project. The goal of a feasibility study is to understand all aspects of a project, concept, or plan, be aware of any potential problems that could occur while implementing the project, and determine if, after considering all significant factors, the project is viable that is worth undertaking.

KPDA will hold a half day workshop on **Thursday, 12th September 2019**, from **8.00am** to **1.00pm**. The theme of the workshop will be **The Financial Model and Market Research Training for Determining Project Feasibility** and shall be held at the **Park Inn by Radisson**, Westlands, Nairobi.

The focus of this training therefore will be on creating a successful financial model as well as carry out training on market research. Both of these come together in helping a developer

develop a basic feasibility study for a project and create more bankable projects.

Workshop Objectives

1. Carrying out feasibility studies and market research on supply and demand
2. Exploring market pricing
3. Financial modeling
4. Making the pitch, reviewing partnership and team structure
5. Evaluation of consultants, streamlining the land purchase process and land joint ventures.

Facilitator and Moderator:

Ngatia Kirungie - Founder,
Spearhead Africa

Charges:

KPDA Members Kshs.5,220 (VAT Inclusive)
Non - Members Kshs.7,540 (VAT Inclusive)

PLEASE NOTE THAT THIS EVENT IS LIMITED AND WILL BE ALLOCATED ON A FIRST COME - FIRST SERVE BASIS.



Kindly RSVP with payment by **latest 4th September 2019** with the KPDA secretariat on telephone **0737 530 290** or **0725 286 689** or by email to membership@kpda.or.ke and ceo@kpda.or.ke.

ABOUT THE FACILITATOR



Ngatia Kirungie

Ngatia is a financial service professional and the founder of Spearhead Africa, a Nairobi based property and infrastructure advisory business, delivering innovative financial structuring and alternative sources of capital to businesses in East Africa.

Ngatia has extensive experience from large financial institutions in New York, London and Nairobi and leads the firm's project structuring efforts developing innovative and bespoke financing structures and capital solutions to meet client project requirements. He is also responsible for developing the firm's investment capital networks with local and international commercial and development banks, insurance companies, pension funds and asset managers.

Prior to founding Spearhead Africa, Ngatia was an Executive Director

at Goldman Sachs in London where he led the firm's Africa fixed income sales and credit coverage, and was responsible for leading financing and public market investment transactions valued at over USD 5 billion across Kenya, Tanzania, Nigeria, Ghana, Angola and South Africa. Ngatia was also responsible for the firm's structured finance origination and distribution efforts in Africa, providing local corporates, state-owned enterprises and infrastructure investors with financing solutions across the capital structure ranging from vanilla debt to structured equity investments.

Ngatia is a graduate of Vanderbilt University where he received his MBA (Property Finance and Investment specialization). He received a Bachelor of Science in International Business Administration (Honors) from the United States International University in Nairobi.

ABOUT THE KPDA AFFORDABLE HOUSING TASK FORCE

The KPDA Affordable Housing Task Force was established in 2016 to:

1. Define the opportunity and investment cases in affordable housing for private developers;
2. Work with government to develop an efficient package of interventions that will increase the supply and demand of housing;
3. Support the growth and development of the private sector by providing capacity building and tools; and
4. Attract capital to invest in affordable housing, improving access to capital for projects and developers, and improving access to finance for home buyers.

KPDA AFFORDABLE HOUSING TASK FORCE MEMBERS



"Better Towns, Counties and Country"

